

Section 3 Business Concerns

KBK Enterprises

Keith B. Key Enterprises, LLC (KBKE) is a national real estate development company focusing on creating quality mixed income/mixed use communities in urban markets across the country. KBK Enterprises is a minority owned business and has committed to provide access to minority contractors since it was founded. KBK Enterprises was founded by Keith B. Key who grew up in the Historic Hill District in public housing. His genuine commitment to affordable housing, minority business participation, and access to employment has led KBK Enterprises to achieve local and national recognition for its accomplishments in these areas and as it relates to Section 3 business concerns.

Our mission is ultimately to change the lives of those in the communities that we serve.

KBK Enterprises is very active in the planning and implementation of Section 3 employment opportunities through its community support services partner, The KBK Foundation.



Phase 4 Garfield Commons in Pittsburgh, PA

Garfield Commons & Section 3 Experiences

KBKE has been very successful in achieving the largest Section 3 participation in Pittsburgh, PA and New Orleans, LA. In both scenarios KBK Enterprises has developed collaborations with key organizations committed to the effort of resident employment. KBK Enterprises began working in Pittsburgh in 2006 when it was awarded the contract to develop the Garfield Commons community by The Housing Authority of the City of Pittsburgh (HACP). This project resulted in the largest award to a minority business in Pittsburgh's history. The develop-

ment of this project began in 2007 through 2012 and resulted in the completion of 225 units of mixed income townhomes and a community building. Not only was this project completed on time and on budget, but the project resulted in record breaking success. The development of Garfield Commons was over \$100 million including demolition, infrastructure and site work along with building homes. We achieved the city's largest number of Section 3 employment of any other project with 54 new hires. Much of what was achieved in the redevelopment of the Garfield Commons community could not have been done without the help of local residents. It was for that reason Section 3 participants and community stakeholders in 2012 were honored for their participation at a reception at PNC Park in Pittsburgh, PA. KBK Enterprises and Allies and Ross Management and Development Corporation acknowledged, thanked and recognized those



Ira Wilcox talks about his journey as an employee of the Garfield Commons project since it first began. He started with YouthBuild and continued working on Garfield through the Section 3 program. Ira was one of many Section 3 employees able to secure a permanent position with a contractor and hopes to one day own his own contracting business.

that were instrumental in helping Garfield to become the community it is today. The journey of Ira Wilcox was one of several resident Section 3 success stories born out of Garfield Commons. Ira started as a Youth Build worker on Garfield through the Garfield Jubilee program. After graduating out of Garfield Jubilee he was employed through the project's Section 3 program. He later secured permanent employment with a subcontractor. He commented, "I saw an opportunity and I just went for it."

Marrero Commons & Section 3 Experiences

KBK Enterprises has continued its implementation of Section 3 in the development of Marrero Commons. After Hurricane Katrina devastated New Orleans in 2005, President & CEO of KBK Enterprises, Keith B. Key headed down south to help as part of the National Baptist Convention Team. While helping out he came into contact with the B.W. Cooper Resident Management Corporation. That group and KBK Enterprises decided to form a relationship so they could find a way to redevelop the Katrina ravaged B.W. Cooper Community, now known as Marrero Commons. Two years later The Housing Authority of New Orleans selected KBK to plan the \$250 million dollar development formerly known as B.W. Cooper in 2007, wherein \$69 million in Low Income Housing Tax Credits (LIHTC) was awarded. This represented one of the largest awards of Low Income Housing Tax Credits in United States history.

Marrero Commons received national attention from HUD Secretary Shaun Donovan for having the largest Section 3 participation for a project of this size in the country, hiring 164 Section 3 employees and awarded over \$33 million in MWBE contracts, both the largest in the City's history. Region VI HUD Administrator Don Babers specifically noted the Section 3 success of KBK Enterprises at Marrero, "Because of committed businesses like KBK and Keith B. Key," said Babers, "we see how Section 3 can help our public housing residents." One of the decisions that resulted in success in Section 3 employment was our commitment to have a project office in the community. This provided ongoing access to contractors and prospective employees interested in working on our project.



Newly developed Marrero Commons in New Orleans, LA



Ribbon Cutting Ceremony for Marrero Commons.



Former HUD Secretary Shaun Donovan and Developer Keith B. Key.



The Core Skills Construction Training Program

Students that received their certification for their participation in The Core Skills Construction Training Program at Marrero Commons. Classes were offered for free as a service to the Marrero Commons community. Students received the nationally recognized NCCER Curriculum Certification (National Center of Construction Education and Research), which denotes that a student has attained a range of employment enhancing skills that meet industry standards.



Mr. Na'eem Clark

Having a career you can build upon was at the forefront of Na'eem's mind. It had been two months since he first began as a General Laborer with the Section 3 Program at the Marrero Commons site. Since then he moved on to become an apprentice at the site with Pontchartrain Mechanical. This was Na'eem's first experience with plumbing. However what he had learned he says, "had been an eye opener." In addition to working five days a week, he also attended classes on two of those days, 3:30pm-6:30pm. This was part of his requirement in the Plumbing Apprenticeship Program. His apprenticeship was completed in four years. The greatest benefit to Na'eem was "having a career you can build upon." The greatest challenge for him was learning the craft of plumbing. He graduated as a "mechanic" and looks forward to "being able to live well."



Dawayne Shelley

One of the most notable stories coming out of Marrero Commons is that of Dawayne Shelley. Dawayne is a life-long resident of the Marrero Commons (fka B.W. Cooper Development) and a leader in the community. When construction for the new Marrero Commons began, Dawayne was hired under the Section 3 program and gained invaluable on the job experience on the project, "Now, because of the Section 3 program, I can drive a Bobcat, read blueprints, read a tape measure, and do other things that

will help me to keep a job and be productive for my community." Dawayne soon fulfilled his vision of creating a non-profit organization called Voices of Experience. His motivation and drive took him to the next level as a leader for young people in the Central City neighborhood and City of New Orleans.

Skyline Terrace & Section 3 Experiences



Skyline Terrace (fka Addison) located in Pittsburgh's Hill District

Since the completion of Marrero Commons and Garfield Commons, we have begun working on Skyline Terrace (fka Addison Terrace) in the Historic Hill District along with Allies & Ross Management and Development Corporation. This project has already broken the record held by Garfield Commons, it is now the new largest contract awarded to a minority business in Pittsburgh, PA. This \$160 million award will comprise of 400 units of housing, a community building, and retail space. This will be one of Pittsburgh's largest mixed income/mixed use developments. In addition to implementing many of the strategies successful in Garfield

and Marrero Commons, we have added various new strategies on this development. We have already had a minority reception with over 100 businesses in attendance. We have formed an MWBE/Section 3 Committee comprised of The Housing Authority of the City of Pittsburgh (HACP), The City of Pittsburgh, the Western Pennsylvania Minority Supplier Development Council, the African American Chamber of Commerce of Western Pennsylvania and Cameron Professional Services along with KBK Enterprises, The KBK Foundation and Alliance Construction Group. This committee has met almost every month to discuss the progress of our plans of resident inclusion and to provide advice and direction to assist in building a sustainable model that can be replicated throughout the region. The residential construction hiring for Skyline Terrace officially began in November of 2013 with a series of community meetings and open house events to familiarize the community with the Section 3 process and goals. Only 11 months in to the project, KBKE has achieved 54 new hires – tying the previous record for the City of Pittsburgh set by the Garfield Commons redevelopment project. With only the first Phase complete, KBK expects to set the bar even higher for Section 3 jobs and business concern participation in the country.

There have been numerous examples of how Section 3 has impacted the development on a personal level.



Robert Kohlman of Kohlman Development and co-owner Anthony Boswell

Robert Kohlman Development (RKD) is a minority-owned company that won the electrical contract for Skyline Terrace in Pittsburgh, PA. Co-owners Robert Kohlman and Anthony Boswell are focused on hiring local residents for this project. "It's because of where we're from," Boswell explained. "We want to see people who look like us having the opportunity. They want the same opportunities that we had." Robert Kohlman, grew up in Pitts-

burgh's Hill District and has worked in the electrical field for decades. After building his business with New Orleans native, Boswell, the two have focused the mission of their company to serve a community need.

While Anthony Boswell isn't from Pittsburgh, he has encountered business practices across the country and noticed that minority companies had not been getting their "fair share" of contracts. "Pittsburgh is a different dynamic, but overall, we see the same amount of income disparity all over the United States especially when it comes to African Americans," Boswell said. "Providing opportunities for them is very important. The people are a little different than southerners but as far as the work goes, everybody's hungry. They want to eat, that's a common denominator in all communities."

RKD has achieved the highest number of Section 3 contracts on site. Construction is hard work but, both Boswell and Kohlman agree that what the residents here in Pittsburgh need is a chance. "We had some opportunities given to us that helped make a difference in our lives so we like to try to transform and make a difference in some of their lives."

Another bright spot out of KBKE's Section 3 initiative is the story of Leanna Williams who started out as a Section 3 employee at Skyline Terrace. Due to her work ethic at Skyline Terrace, she was moved to another project in Beaver County, PA and later was signed up with the Laborers Local Union 1058. Upon receipt of her first paycheck at the union laborer's scale, Leanna was so elated she cried tears of joy. Her supervisor stated that "she earned it because she was such a good worker, dependable, honest and good spirited."



Section 3 employees at the site at Skyline Terrace. Only 11 months in to the project, KBK has achieved 54 new hires – tying the previous record for the City of Pittsburgh set by the Garfield Commons redevelopment project.



Fall Recruitment Fair—Skyline Terrace

The KBK Foundation in conjunction with Alliance Construction Group, Allies & Ross Management and Development Corporation (ARMDC), and The Housing Authority of the City of Pittsburgh hosted a Section 3 Fall Recruitment Fair for the Skyline Terrace Redevelopment Project. A workshop kicked off the three day fair and rolled out a comprehensive Section 3 plan for Skyline. The kick off wrapped up with a Q&A session with residents to address questions regarding the employment process at Skyline. A total of 62 employment applications were received. The Foundation extended the application process beyond the three day fair for those individuals unable to attend. A Section 3 trailer was available at the Skyline Terrace site for those wanting to complete applications for employment.

